



## Dan C. Ruth

*Operations Manager*

Mr. Ruth joined Sonoma Technology in 2022. He serves as Operations Manager and leads Sonoma Technology's partnership with Aerosol Magee Scientific. He has a broad range of experience in consumer intelligence, competitor due diligence, and market research and analysis in the U.S. and China. Mr. Ruth had previously worked with Sonoma Technology as a Business Development Intern while completing an MS in Business Analytics from Dominican University of California.

Originally from New York City, Mr. Ruth received his BA in International Politics and Economics (and Mandarin Chinese) from Middlebury College. He later worked for several years in China as an analyst and project manager at Global Intelligence Alliance (now M-Brain Group), a global provider of competitive and market intelligence solutions. In this role, he conducted market research and led teams of analysts on consumer intelligence, competitor due-diligence, and market entry strategy projects for several Fortune 500 companies looking to expand in the Asia Pacific region.

### Education

- BA, International Politics and Economics (Chinese minor), Middlebury College
- MS, Business Analytics, Dominican University of California

After returning from China, Mr. Ruth continued working as an independent consultant on various projects ranging from consumer intelligence for companies like Merck and IKEA, data analysis for Bay Area non-profits such as the Center for Domestic Peace, and writing and communications roles in diversity, equity, and inclusion, academia, publishing, and finance. Mr. Ruth has also pursued master's coursework in International Policy and Development at the Middlebury Institute of International Studies in Monterey (MIIS) while contributing several chapters to a book on Modern Arab Culture in collaboration with professors from MIIS and Claremont-McKenna. He has additionally contributed to articles published in Reuters and Internet Retailer Magazine on e-commerce in China, as well as contributing to GIA's *The Handbook of Market Intelligence*.

Mr. Ruth enjoys traveling to remote destinations and spending time in the outdoors skiing, mountaineering, and scuba diving. He volunteers at The Marine Mammal Center in Sausalito, where he supports harbor seal rehabilitation, and in the past has worked with the World Wildlife Fund on conservation and research projects in Southern Africa.